

The Examiner asserted claims 1, 17, and 18 to be generic.

Applicant hereby elects to the invention of Group I and Species VI with traverse. Claims 1-3, 5, 11, 18-24 and 31-34 are believed to read upon the elected species as described hereafter.

Claims 31-34 are clearly directed to the retail display apparatus including a particular chassis as shown in Figs. 53-56. Claim 11 is directed to the tray shown in Fig. 53 which is a modified version of the tray shown in Fig. 50. The Examiner's assignment of generic claims appears to be based on the inclusion of plastic embodiments of the chassis of the system of Fig. 53 as satisfying the reference to a strut. Accepting this, claims 1-3, 5 (if read broadly on brackets), and 18-21 are also included. The illustrated embodiment of Fig. 53 does not include claim 17's "vertical array of first apertures in a raised central portion" which is clearly shown in the embodiment of Fig. 1. Accordingly, this claim is not believed generic. This being said, applicant does not take the position that the system of Fig. 53 could not be modified to include features of the non-elected claims. Furthermore, it would clearly be applicant's position that so modified a system would well infringe the elected claims.

MPEP Section 803 states that if a search and examination of all the claims of the entire application can be made without serious burden, the Examiner is encouraged to examine it on the merits, even though it includes claims to distinct or independent inventions. In the present situation, no serious burden upon the Examiner is seen by examining all of the claims of the present application.

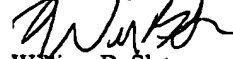
Therefore, if the Examiner reaffirms this Requirement, claims 1-3, 5, 11, 18-24 and 31-34 will be examined first. If the Examiner reconsiders the Requirement for the reason mentioned above, it is believed all of the claims should be examined.

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Respectfully submitted,



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